

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 20, 1998

**RJR Account #533288**  
Mr. B. Corrigan  
JONES McINTOSH, INC.

**SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER**

Dear Bill:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with **July Salem Tear Tape** product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **\$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

**Display Detail / Item #541964**

SKU CUBE:	<b>0.5020</b>
SKU WT (w/o Product):	<b>1.1350 lbs</b>
Retail Sales Offers per SKU:	<b>40 units</b>
Billing per SKU:	<b>4 Cartons</b>

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enc. Retailer Letter

Retail Customer List

3QTRSAL.DOC

51852 2098

## **JULY DELIVERY**

### **SALEM TEAR TAPE**

**\*\*\*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED\*\*\***

**75** SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>4</u>
12300-24195	Full Flavor 100	<u>4</u>
12300-24196	Light	<u>4</u>
12300-24197	Light 100	<u>4</u>

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$5,193.76

PACKING / SHIPPING PAYMENT \$112.00  
(16 (6M) promoted case(s) @ \$7.00).

### **JULY Drive Period 807 / Promotion #800438**

**PROMOTION DESCRIPTION:** EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**JULY DELIVERY**

51852 2099

JONES McINTOSH / SIS #533288

JULY: SALEM TEAR TAPE: PROMOTION #800438 (#807)

# CARTONS SALEM BRAND STYLES

TERR	ACCT	NAME	ADDRESS	CITY	ST	LT				TOTALS	CHAIN-ID	SUPPLIER #
						M85	M100	M85	M100			
162202	75877	NORTHSIDE FOOD & BEV	233 NORTH ST	AUBURN	NY	1	1	1	1	4		
162202	269019	GEORGES GROCERY	1292 WATERLOO GENEV	WATERLOO	NY	1	1	1	1	4		7434
162202	284661	NOBLES CONV MART	7802 MAPLE RD	BALDWINVILLE	NY	1	1	1	1	4		978
162202	328323	SUNSHINE MINI	500 OLD LIVERPOOL RD	LIVERPOOL	NY	2	2	2	2	8		
162202	337722	VILLAGE STOP N SHOP	665 S MAIN ST	CENTRAL SQUARE	NY	1	1	1	1	4		
162202	350263	STRUPLERS BIG M 729	909 W FIRST ST	FULTON	NY	2	2	2	2	8		
162202	432036	104 STORE	13824 STATE ROUTE 37	RED CREEK	NY	1	1	1	1	4		
162202	435553	GREAT NO MOBIL SERV	4031 STATE ROUTE 31	LIVERPOOL	NY	2	2	2	2	8		
162202	464894	SUNSHINE MINIMART #3	3000 BELGIUM RD	BALDWINVILLE	NY	1	1	1	1	4		
162202	491331	JOHN GLENN SERVICE	7435 OSWEGO RD	LIVERPOOL	NY	1	1	1	1	4		
162202	587630	MS GILL AUTO REPAIR	3511 BREWERTON RD	NORTH SYRACUSE	NY	2	2	2	2	8	0362-0102	
162202	632847	HESS #32275	193 GRANT AVE	AUBURN	NY	1	1	1	1	4	0353-0100	
162202	647727	A-PLUS MINI MARKET	7653 MORGAN RD	LIVERPOOL	NY	2	2	2	2	8	0362-0102	
162202	655485	MS GILL A-PLUS	5138 TAFT & BUCKLEY	LIVERPOOL	NY	2	2	2	2	8	0362-0102	
162202	718856	BALDWINVILLE A-PLUS	35 E GENESEE ST	BALDWINVILLE	NY	3	3	3	3	12	0362-0102	
162202	762308	GALEVILLE GROCERY	412 OLD LIVERPOOL RD	LIVERPOOL	NY	1	1	1	1	4		
162202	762400	TRICOUNTY APLUS	2632 DOWNER ST	BALDWINVILLE	NY	3	3	3	3	12	0362-0102	
162202	785031	WEST SIDE GAS-N-GO	304 W GENESEE ST	AUBURN	NY	1	1	1	1	4		
162202	796285	SUNOCO	5824 E TAFT RD	NORTH SYRACUSE	NY	1	1	1	1	4	0362-0102	C405
162205	42749	DIMARIA'S NEWS	325 GIFFORD ST	SYRACUSE	NY	2	2	2	2	8		
162205	171329	LAFAYETTE IGA #810	2512 ROUTE 11 BX 176	LA FAYETTE	NY	1	1	1	1	4		
162205	171656	DURSTONS	515 W GENESEE ST	SYRACUSE	NY	2	2	2	2	8		
162205	172810	IKES SUPERETTE	210 PARK ST	SYRACUSE	NY	1	1	1	1	4		
162205	173012	ROCKYS NEWS	447 N SALINA ST	SYRACUSE	NY	1	1	1	1	4		
162205	173186	BRILBECK'S MARKET	620 ULSTER ST	SYRACUSE	NY	1	1	1	1	4		
162205	305318	COSTA'S MARKET	75 WEST STREET	HOMER	NY	2	2	2	2	8		
162205	375584	OLYMPIC NEWS	109 S WARREN ST	SYRACUSE	NY	1	1	1	1	4		
162205	391370	NEIGHBORHOOD FOODS	139 N GEDDES ST	SYRACUSE	NY	3	3	3	3	12		
162205	431998	POOLERS GROC & DELI	301 S LOWELL AVE	SYRACUSE	NY	1	1	1	1	4		
162205	478200	SABASTINO'S PIZZA	447 WESTCOTT ST	SYRACUSE	NY	1	1	1	1	4		
162205	500127	THE DEPOT	6497 E SENECA TPKE	JAMESVILLE	NY	2	2	2	2	8		
162205	569765	C & Y CONVENIENT	53 RIDGE RD	LANSING	NY	1	1	1	1	4		
162205	621049	LUCKY 7	3100 COURT ST	SYRACUSE	NY	5	5	5	5	20		
162205	632833	WEEKS ATLANTIC	20 GENESEE ST	CAMILLUS	NY	1	1	1	1	4		
162205	649134	A-PLUS #4389	2500 ERIE BLVD	SYRACUSE	NY	1	1	1	1	4	0362-0102	42416
162205	656818	EXPRESSWAY MKT	3226 S. SALINA STREET	SYRACUSE	NY	3	3	3	3	12		
162205	660937	ROSE'S CORNER MKT	539 COURT ST	SYRACUSE	NY	1	1	1	1	4		
162205	689192	OLYMPIC NEWS 2	441 S SALINA ST	SYRACUSE	NY	1	1	1	1	4		
162205	696028	MAJOR GASLAND INC.	1825 TEALL AVE	SYRACUSE	NY	1	1	1	1	4	0362-0102	
162205	696125	STAFFORD CONVENIENCE	372 STAFFORD AVE	SYRACUSE	NY	2	2	2	2	8		
162205	703571	KLEEN FOOD 2	500 CATHERINE ST	SYRACUSE	NY	2	2	2	2	8		
162205	706005	FAMILY FOOD MARKET	814 BUTTERNUT ST	SYRACUSE	NY	1	1	1	1	4		
162205	721872	NELSON'S NEWS	1 MONY PLZ	SYRACUSE	NY	1	1	1	1	4		
162205	722156	DEB'S DISCOUNT	47 GENESEE ST	GREENE	NY	1	1	1	1	4		
162205	722158	M&M GROCERY	140 OAKWOOD AVE	SYRACUSE	NY	1	1	1	1	4		
162205	731954	GOLDEN MKT 2, INC.	1701 COURT ST	SYRACUSE	NY	3	3	3	3	12		
162205	732125	CFM #87001	356 N MIDLER AVE	SYRACUSE	NY	1	1	1	1	4		
162205	739321	GOLDEN MARKET	1008 BUTTERNUT ST	SYRACUSE	NY	3	3	3	3	12		
162205	744911	PAVIAS MARKET	854 N SALINA ST	SYRACUSE	NY	1	1	1	1	4		

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JONES McINTOSH / SIS #533288

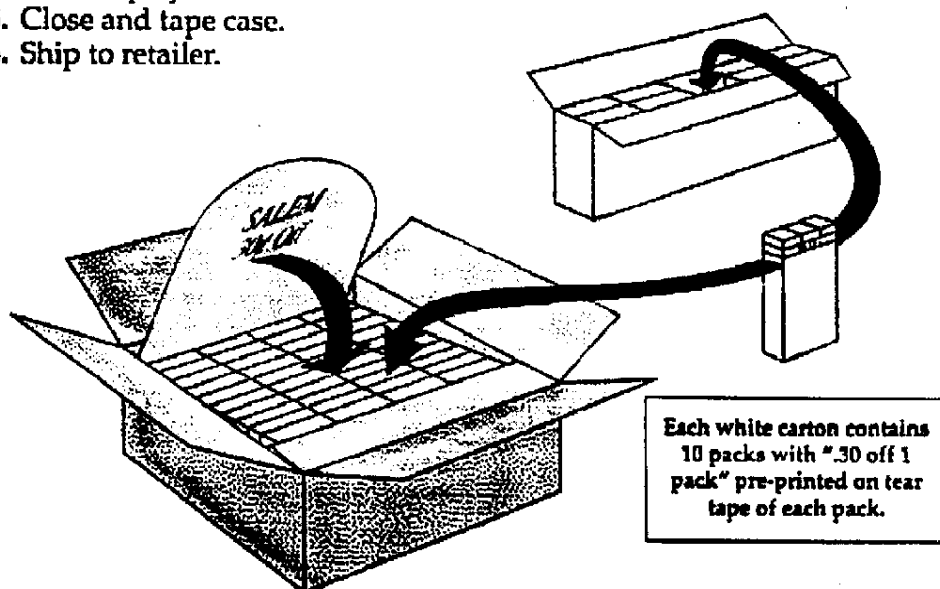
JULY: SALEM TEAR TAPE: PROMOTION #800438 (#807)

# CARTONS SALEM BRAND STYLES

TERR	ACCT	NAME	ADDRESS	CITY	ST	LT				TOTALS	CHAIN-ID	SUPPLIER #
						M85	M100	LT M85	M100			
162205	753152	K-1 CONVENIENT	2204 BURNET AVE	SYRACUSE	NY	1	1	1	1	4		
162205	762093	CHASES SMOKE SHOP	2829 JAMES ST	SYRACUSE	NY	1	1	1	1	4		
162205	762499	LUDY'S GROCERY	106 OAK ST	SYRACUSE	NY	1	1	1	1	4		
162205	762633	MIDDLE EAST GROCERY	1919 SO STATE	SYRACUSE	NY	1	1	1	1	4		
162205	779482	ABE'S SHOP RITE	100 GEDDES ST	SYRACUSE	NY	1	1	1	1	4		
162205	790587	C+C MINI MART	1431 NO SALINA ST	SYRACUSE	NY	1	1	1	1	4		
162206	171389	SKIPS MARKET	116 N MAIN ST	SHERBURNE	NY	2	2	2	2	8		8018
162206	171685	TEMPLE DAIRY	312 FAYETTE ST	MANLIUS	NY	1	1	1	1	4		
162206	400859	TOMA'S MOHAWK MINI	1160 MOHAWK ST	UTICA	NY	3	3	3	3	12		
162206	519349	FYLER RD CONVENIENCE	991A FYLER RD	KIRKVILLE	NY	1	1	1	1	4		
162206	599498	JAMES ST MARKET	401 JAMES ST	UTICA	NY	2	2	2	2	8		
162206	660680	J&K BEVERAGE	1 LENOX AVE	ONEIDA	NY	2	2	2	2	8		8221
162206	662855	A-PLUS #4212	3492 ERIE BLVD E	DEWITT	NY	1	1	1	1	4	0362-0102	
162206	712280	COOPERSTOWN NEWS	69 MAIN ST	COOPERSTOWN	NY	1	1	1	1	4		
162206	725856	NARAYAN CONV., INC.	1148 FLOYD AVE	ROME	NY	2	2	2	2	8		
162206	739433	CENTRAL DISTRIBUTING	201 SCONONDOA ST	ONEIDA	NY	1	1	1	1	4		
162206	760345	RJ'S MARKET	600 MOHAWK ST	UTICA	NY	2	2	2	2	8		
162206	762348	MILLERS MOBIL	125 E MANLIUS ST	EAST SYRACUSE	NY	2	2	2	2	8		
162206	777258	A-PLUS MINI #4414	131 S JAMES ST	ROME	NY	1	1	1	1	4	0362-0102	7110
162605	268994	NORTHSIDE GROCERY	1202 N MAIN ST	NEWARK	NY	1	1	1	1	4		5448
162605	418771	VALVANO'S CNTRL NEWS	185 S MAIN ST	CANANDAIGUA	NY	1	1	1	1	4		3102
162605	579857	NEWFIELD SUNNY'S	1253 W DANBY RD	NEWFIELD	NY	1	1	1	1	4		
162605	654787	VICTOR CONVENIENCE	6373 VICTOR MANCH ROA	VICTOR	NY	3	3	3	3	12		
162605	657233	VALVANO'S CLIFTON NE	22 W MAIN STREET	CLIFTON SPRINGS	NY	2	2	2	2	8		8055
162605	677758	SCHAEFER'S MARKET	7784 RIDGE RD	SODUS	NY	1	1	1	1	4		
162605	750230	VALVANOS PALMYRA NEW	212 E MAIN ST	PALMYRA	NY	1	1	1	1	4		
75 ACCOUNTS						114	114	114	114	456		

**WHOLESALE PACKING INSTRUCTIONS****SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: SAL 98 30 / 1 PK

Brand Style						
Number of Cartons						

# Salem '98

## 30¢ Off Pack Promotion

**NOW  
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

### SALEM '98 SNIPED PASTER

### SALEM SNIPED PACK REPLICA POS

**NEW  
FOR  
'98!**



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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